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2 UNITED STATES DEPARTMENT OF AGRICULTURE
U.S. Agricultural Marketing Service
50 Washington, 25, D. C.

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RETAIL STORE AUDIT OF CANNED PRECOOKED RICE

Instructions to Enumerators //

I. Purpose of the project

This study proposes to investigate whether a potential market exists for canned precooked rice and to appraise whether this might assist in expanding the domestic market for rice. The data obtained will aid the California Rice Export Corporation and various segments of the rice industry in a better understanding of the reactions of consumers to a highly processed convenience rice product. The research will also serve as a guide to rice producers and millers by indicating whether it would be economically feasible to undertake production of canned precooked rice during the 1957-58 marketing season. In addition, the results of the market test can be used as a guide as to the kind and intensity of the promotional and advertising activity necessary to launch successfully this product.

II. General background information

Significant changes have occurred in the condition of production and demand for rice during the past few years. Increased supplies, despite sharp curtailment of acreage planted to rice, and a drop in export demand for rice have resulted in an indicated carryover as of August 1, 1956, of 34.6 million hundredweight of rough rice compared with 26.7 million hundredweight in 1955, 7.5 million hundredweight in 1954, and 1.5 million hundredweight in 1953. While a change in the world market for rice and Government export programs have materially reduced carryover during recent months, it appears that producers and millers must look to the development of an expanded domestic market to achieve a reasonable degree of stability for their industry.

Because of this situation, it is urgent that research proceed toward the possibility of expanding domestic consumption of rice. A possible means of achieving increased consumption is by the introduction of new rice products having convenience and high quality. The Western Utilization Research and Development Division of the Agricultural Research Service has developed several new food products made from rice. One product of particular promise is canned precooked rice. This product has several attributes which fit into the trend of convenient food products for the housewife. It can be prepared for table use in much less time than rice and rice products currently on the market. In addition, it allows the housewife who is inexperienced in cooking rice to prepare a fluffy product deemed so desirable by consumers. Also, the process imparts to the short-grain California rice these same desirable characteristics.

III. Plan of Work

A. City and sample design

The market test will be conducted in the city of Fresno, California. A probability sample of retail food stores in the area has been selected from the national, regional, local chains, and independent stores. The number of stores in each category is weighted according to their relative place in the total market.

B. Outline of the market test

The Department will make two separate audits in the Fresno area. The first audit is to be taken before the promotional program begins; the second audit will be taken with the start of the promotional campaign and after the stores have been stocked with the test product.

(1) Stocking of stores

During the period _____ to _____, all sample stores will be stocked with the test product--canned precooked rice. The rice will be presented in a No. 303 can, containing $11\frac{1}{2}$ to $12\frac{1}{2}$ ounces. The suggested retail price is 17 cents per can.

(2) The promotional campaign

On _____, a 4-week general advertising and promotional campaign will be launched by the California Rice Export Corporation, which represents the rice producers. The program includes (a) spot announcements over radio stations KMJ and KMAK in the Fresno area; (b) newspaper advertising in the Fresno Bee at least once a week; (c) advertisement and/or demonstrations over television stations KMJ-TV and KFRE-TV; (d) in-store display and point-of-sales material; (e) special sale in-store demonstrations of the product to consumers in a selected group of food markets in Fresno on two successive weekends.

(3) The store survey

- (a) Sales records will be obtained from a sample of stores cooperating on the market test as to sales of canned precooked rice and rice and other rice products.
- (b) Weekly sales records will be obtained by a beginning and ending inventory of stocks of these products in the sample stores, including figures on quantities purchased and delivered to the stores during the inventory week.

- (c) Records of store sales of these products will be obtained for (1) the week(s) of _____ to have benchmark data for closely related products before introduction of the test product and (2) the 4 weeks of the promotional program.
- (d) Sales will be checked for at least 6 weeks after the promotion in order to measure the degree of decline in purchases after the promotion program ends and to determine the normal rate of sales after a promotion program.

IV. Instructions for store schedules

A. Schedule I--Store information

Schedule I will be used only at the first contact with the individual store. Schedule I will provide useful data on the characteristics of the individual sample stores for analysis purposes as well as provide information to guide the enumerator working in the particular store.

- (1) Items I through IV are self-explanatory.
- (2) Items V and VI refer to the initial contact made in the store. In most instances this will be the store manager.
- (3) Items VII and VIII refer to the contact which the enumerator makes in doing his store audit. In some cases, there may be more than one contact, depending upon the items audited and size of the store.
- (4) Item IX will be used to give an indication as to the size of the store. In the space provided, the total number of usable checkout counters (complete with cash register) should be recorded.
- (5) Item X describes the types of service given to the customer and item XI describes the type of store.
- (6) Item XII relates specifically to advertising at the store level.
- (7) Items XIII through XVII will provide data to be used in the classification of the various stores as well as to allow cross sectional analysis of the results in the final report writing stage of the study.
- (8) Item XVIII, Remarks. Information of interest to the analysis as well as to the actual working situation for the store audit will be recorded here, particularly methods of delivery of the test product, best time of day for retail store audit, etc.

B. Schedule II--Retail store audit--canned precooked rice

This schedule will be used throughout the market test period. The need for accurate and legible entries for each of the products under audit is extremely important. The success of the study is directly related to the accuracy of the data collected in the stores.

Item 1--Enter the identification number assigned to the store in this space.

Item 2--Self-explanatory.

Item 3--Enter the time and date of your interview as well as the date of the end of the inventory week.

Item 4--through item 7--Self-explanatory.

On the reverse side of schedule II:

Col. 1--Brand name, type of product and container, e. g., Uncle Ben's, dry rice, bag; Libby's, spanish rice, can; Minute rice, box.

Col. 2--In most cases, the length of the grain and color or type will be indicated on the label.

Cols. 3 and 4--Self-explanatory.

Col. 5--Number of units per case can be obtained by checking cases in the storeroom or from store personnel. Particular attention should be paid to the different sized cans or packages, since this will usually make a difference in the number of cans or packages per case.

Cols. 6 and 7--Beginning inventory. Record here for "display" the exact number of packages or cans found in the display of the product in the store itself. For "storeroom" a count is made and recorded of the number of packages or cans found in the storeroom. Also include under "storeroom" any units not on display, but stored temporarily under display counters, etc.

Col. 8--Deliveries on day of last audit. This figure is transferred to the schedule from the previous week's information.

Col. 9--Deliveries during inventory period. These deliveries can be obtained from the store managers' purchase records of the items and the number of items coming into the store each week. Be careful to omit from this total any deliveries that have already been included in the beginning inventory because they arrived on the day of the previous audit. That is, if the week's deliveries show receipt of an amount of one item that is identical to a figure in column 8, and the date of receipt is the same as the previous audit, this amount should not be included in column 9. Enter date at top of column.

Col. 10--This is simply a total of the beginning inventory and deliveries to the store during the inventory period (total of columns 6, 7, and 9).

Col. 11--Ask the contact to give you the specific number of cans or packages that have been delivered to the store on the day of your interview.

Cols. 12, 13, and 14--Ending inventory. The same instructions for columns 6 and 7 apply here. Beginning with the second audit the information from columns 12 and 13 is transferred to columns 6 and 7 of the schedule to be used the following week.

Col. 14--A total of columns 12 and 13.

Col. 15--Net sales. As described on the schedule, this figure is determined by subtracting column 14 from column 10. The simple formula used here is: Beginning inventory plus purchases minus ending inventory equals net sales in units.

Col. 16--The total dollar sales figure for each item is found by multiplying column 4 (unit price) by column 15 (net sales in units).

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington 25, D. C.

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SCHEDULE I--STORE INFORMATION
(Canned Precooked Rice)

Date _____

Name of enumerator _____

| | | |
|-------------------------|------------------|---|
| I. Store No. : | II. Store name : | III. Store location (street, city, State) |
| : | : | : |
| : | : | IV. Telephone no. |
| V. Store contact | : | VI. Position |
| : | : | : |
| VII. Enumerator contact | : | VIII. Position |
| : | : | : |

Store classification information (check the applicable answers):

| | | | | |
|---|-------|----------------------------------|-------|---------------------------|
| IX. Give the number of checkout counters. | | XIV. Income of clientele served: | | |
| X. Type of service | | 1. Low | | |
| 1. Self-service | | 2. Average | | |
| 2. Clerk service | | 3. High | | |
| 3. Combination | | XV. Customer count last | | |
| 4. Telephone | | week | | |
| XI. Type of store | | XVI. Number of months operating | | |
| 1. General grocery | | last year in present | | |
| 2. Limited line | | location | | |
| XII. Kind and frequency of store | | XVII. Total store receipts in | | |
| advertising | | 1956 | | |
| Kind | Daily | Weekly | Other | 1. Less than \$500,000 |
| 1. Newspaper | | | | 2. \$500,000 to \$999,999 |
| 2. Radio | | | | 3. \$1,000,000 to |
| 3. Handbills | | | | \$1,499,999 |
| 4. Point of sale | | | | 4. \$1,500,000 and over |
| 5. Other | | | | |
| XIII. Rice product lines stocked: | | XVIII. Remarks | | |
| 1. _____ | | _____ | | |
| 2. _____ | | _____ | | |
| 3. _____ | | _____ | | |
| 4. _____ | | _____ | | |
| 5. _____ | | _____ | | |
| 6. _____ | | _____ | | |
| 7. _____ | | _____ | | |
| 8. _____ | | _____ | | |
| 9. _____ | | _____ | | |
| 10. _____ | | _____ | | |
| 11. _____ | | _____ | | |
| 12. _____ | | _____ | | |
| 13. _____ | | _____ | | |
| 14. _____ | | _____ | | |
| 15. _____ | | _____ | | |
| 16. _____ | | _____ | | |
| 17. _____ | | _____ | | |
| 18. _____ | | _____ | | |
| 19. _____ | | _____ | | |
| 20. _____ | | _____ | | |

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Washington 25, D. C.

SCHEDULE II--RETAIL STORE AUDIT, CANNED PRECOOKED RICE

Name of enumerator _____

1. Store No. _____ 2. Address _____

3. Time and date _____ a. m. _____, 195_

Report for week ending _____ p. m. _____

4. Display of canned precooked rice:

- A. Number of facings of canned precooked rice _____
- B. Number of facings of Minute Rice _____
- C. Items immediately next to canned precooked rice (type of product, container, and brand) _____

D. Location of display _____ (Check one)

- (1) Rice section ☐
 - (2) Canned vegetable section ☐
 - (3) Other ☐
- Specify _____

Describe, if special display: _____

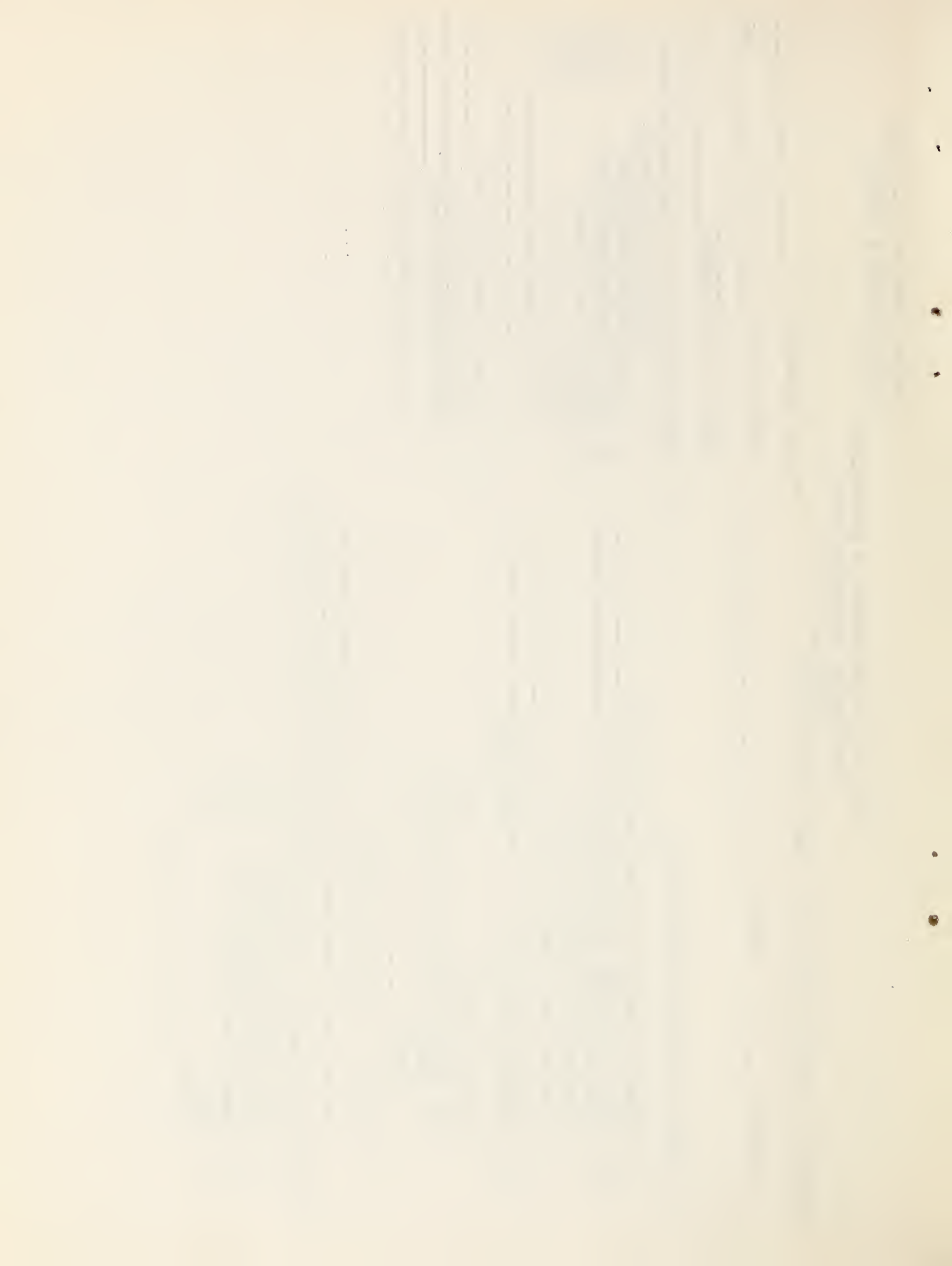
5. Store advertising of canned precooked rice: (Check all applicable)

- a. Point-of-sale advertising ☐
 - b. Other in-store advertising ☐
 - c. Newspaper advertising ☐
 - d. Other ☐
- Specify _____

6. Store advertising of other rice products:

- (Check all applicable)
- a. Point-of-sale advertising ☐
 - b. Other in-store advertising ☐
 - c. Newspaper advertising ☐
 - d. Other ☐
- Specify _____

7. a. Customer count last week _____
- b. Cash receipts last week _____



[illegible]

